

**A METHOD FOR PROVIDING AUTOMATED DELIVERY OF A RESPONSE TO A
PRICING INQUIRY**

ABSTRACT

A method is afforded for providing automated delivery of a response to a pricing inquiry. When an inquiry requesting a price of an item is received, a price of the item based on a set of predetermined criteria is determined. The determined price is then modified based on the application of various predetermined rules. The modified price is then selectively compared to a target price and a response is provided. The response is a price quote that reflects a weighted price, the weighted price being a selection of either the modified price or the target price.

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